IN THE CLAIMS:

The text of all pending claims are set forth below. Cancelled and withdrawn claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (previously presented), (cancelled), (withdrawn), (new), (previously added), (reinstated - formerly claim #), (previously reinstated), (re-presented - formerly dependent claim #) or, (previously re-presented).

Please AMEND the claims in accordance with the following:

1. (currently amended) An information processing apparatus comprising a memory device and a processor, said memory device having a first memory area for storing avatar information as controlled ~~data inputted~~ by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual reality scenes each with virtual objects therein ~~worlds~~;

said processor causing ~~an~~ rendered images of a first three-dimensional virtual reality scene ~~world~~ to be displayed on a display, data representative of said first virtual reality scene ~~world~~ being stored in said second memory area, said first virtual reality scene ~~world~~ including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with respective specific items of content, said avatar being controlled by said user to act in said first virtual reality scene and to gaze at objects therein to display the same in the images of the first virtual reality scene, where the display of an object displays information about its corresponding item of content ~~world by said user~~;

said processor storing, in said first memory area, positions and/or gaze orientation information of said avatar as controlled in said first virtual reality scene ~~world that are inputted~~ by input from said user;

said processor analyzing the action of said avatar in said first virtual reality scene ~~world~~ to ~~derive weighted features~~ weight or identify items of content that are of interest to said user ~~from~~ according to the stored positions and/or the gaze orientation information ~~behaviors~~ of said avatar relative to positions of said predefined virtual objects in said first virtual reality scene; ~~world, and variably determine,~~

PAGE 4/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

said processor, in accordance with said ~~derived~~ weighted or identified items of content of interest to the user, ~~features,~~ providing a second three-dimensional virtual reality scene ~~world which~~ that includes other virtual objects, said other virtual objects having, in accordance with the weighted or identified items of content, respective specific optimal items of content and having respective specific optimal positions for prominent display in said second virtual reality scene ~~world, for said derived weighted features~~; and

said processor allowing ~~an image~~ rendered images of said second virtual ~~world~~ reality scene to be displayed on said display.

2. (currently amended) The information processing apparatus according to claim 1, wherein a set of definition data of said second virtual ~~world~~ reality scene is selected from sets of definition data of said respective virtual reality scenes ~~worlds~~.

3. (cancelled)

4. (currently amended) The information processing apparatus according to claim 1, wherein a further weighted feature of said user is derived from a message inputted by said user to determine said second virtual ~~world~~ reality scene.

5. (currently amended) The information processing apparatus according to claim 1, wherein a further weighted feature of said user is derived from data related to said user to determine said second virtual ~~world~~ reality scene.

6. (currently amended) The information processing apparatus according to claim 1, wherein said second virtual ~~world~~ reality scene includes said avatar.

7. (cancelled)

8. (currently amended) The information processing apparatus according to claim 1, wherein definition data of said second virtual ~~world~~ reality scene is accessed with a URL.

PAGE 5/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

9. (currently amended) An information processing apparatus comprising a memory device and a processor, said memory device having a first memory area for storing ~~data inputted~~ avatar information as controlled by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual ~~worlds~~ reality scenes each with virtual objects therein;

said processor providing definition data of a first three-dimensional virtual ~~world~~ reality scene stored in said second memory area to an information processing terminal of said user, said first virtual ~~world~~ reality scene including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with respective specific items of content, said avatar being controlled to act in said first virtual ~~world~~ reality scent by said user and to gaze at objects therein to display the same in the images of the first virtual reality scene, where the display of an object displays information about its corresponding item of content;

said processor storing, in said first memory area, positions and/or gaze orientation information of said avatar as controlled in said first virtual reality scene ~~world that are inputted~~ by input from said user;

said processor analyzing the action of said avatar in said first virtual reality scene ~~world~~ to ~~derive weighted interests~~ weight or identify items of content that are of interest to said user ~~from~~ according to the stored positions and/or the gaze orientation information ~~behaviors~~ of said avatar relative to positions of said predefined virtual objects in said first virtual reality scene, ~~world, and variably determine~~ and providing a second three-dimensional virtual ~~world~~ reality scene including other virtual objects in accordance with weighted or identified items of content~~said derived weighted interests~~, said other objects having respective specific optimal items of content and respective specific optimal positions for prominent display in said second virtual reality scene ~~world~~, for said derived weighted interests; and

said processor providing data associated with said second virtual ~~world~~ reality scent to said user information processing terminal.

10. (currently amended) The information processing apparatus according to claim 9, wherein a set of definition data of said second virtual ~~world~~ reality scene is selected from sets of definition data of said respective virtual ~~worlds~~ reality scenes.

PAGE 6/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

11. (cancelled)

12. (currently amended) The information processing apparatus according to claim 9, wherein a further weighted interest of said user is derived from a message inputted by said user to determine said second virtual ~~world~~ reality scene.

13. (currently amended) The information processing apparatus according to claim 9, wherein a further weighted interest of said user is derived from data related to said user to determine said second virtual ~~world~~ reality scene.

14. (currently amended) The information processing apparatus according to claim 9, wherein said second virtual ~~world~~ reality scene includes said avatar.

15. (cancelled)

16. (currently amended) The information processing apparatus according to claim 9, wherein the data associated with said second virtual ~~world~~ reality scene is a URL for definition data of said second virtual ~~world~~ reality scene.

17. (currently amended) The information processing apparatus according to claim 9, wherein the data associated with said second virtual ~~world~~ reality scene is definition data of said second virtual ~~world~~ reality scene.

18. (currently amended) A program stored in a recording medium, said program being for use in an information processing apparatus, said information processing apparatus comprising a memory device and a processor, said memory device having a first memory area for storing avatar information as controlled ~~data inputted~~ by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual reality scenes each with virtual objects therein ~~worlds~~, said program enabling said processor performing a process comprising:

PAGE 7/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

causing ~~an image~~ rendered images of a first three-dimensional virtual ~~world~~ reality scene to be displayed on a display, data representative of said first virtual ~~world~~ reality scene being stored in said second memory area, said first virtual ~~world~~ reality scene including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with a respective specific items of content, said avatar being controlled by said user to act in said first virtual reality scene and to gaze at objects therein to display the same in the images of the first virtual reality scene, where the display of an object displays information about its corresponding item of content ~~to act in said first virtual world by said user~~;

storing, in said first memory area, positions and/or gaze orientation information of said avatar as controlled in said first virtual reality scene ~~world that are inputted~~ by input from said user;

analyzing the action of said avatar in said first virtual ~~world~~ reality scene to ~~derive weighted features~~ weight or identify items of content that are of interest to said user ~~from~~ according to the stored positions and/or the gaze orientation information ~~behaviors~~ of said avatar relative to positions of said predefined virtual objects in said first virtual ~~world~~ reality scene; ~~, and variably determine~~

providing a second three-dimensional virtual ~~world~~ reality scene including other virtual objects in accordance with the weighted or identified items of content ~~said derived weighted features~~, said other virtual objects having respective specific optimal items of content and respective specific optimal positions for prominent display in said second virtual ~~world~~reality scene~~, for said derived weighted features~~; and

allowing ~~an~~ a rendered image of said second virtual ~~world~~ reality scene to be displayed on said display.

19. (currently amended) The program according to claim 18, wherein a set of data representative of said second virtual ~~world~~ reality scene is selected from sets of the data representative of said respective virtual ~~worlds~~ reality scenes.

20. (cancelled)

21. (currently amended) The program according to claim 18, wherein a further weighted feature of said user is derived from a message inputted by said user to determine said

PAGE 8/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

second virtual ~~world~~ reality scene.

22. (currently amended) The program according to claim 18, wherein a further weighted feature of said user is derived from data related to said user to determine said second virtual ~~world~~ reality scene.

23. (currently amended) The program according to claim 18, wherein said second virtual ~~world~~ reality scene includes said avatar.

24. (cancelled)

25. (currently amended) The program according to claim 18, wherein the definition data of said second virtual ~~world~~ reality scene is accessed with a URL.

26. (currently amended) A program stored in a recording medium, said program being for use in an information processing apparatus, said information processing apparatus comprising a memory device and a processor, said memory device having a first memory area for storing avatar information as controlled ~~data inputted~~ by a user and a second memory area for storing data representative of a plurality of respective three-dimensional virtual reality scenes each with virtual objects therein ~~worlds~~, said program enabling said processor to perform a process comprising:

providing definition data of a first three-dimensional virtual ~~world~~ reality scene stored in said second memory area to an information processing terminal of said user, said first virtual ~~world~~ reality scene including predefined virtual objects and an avatar controlled by said user, said virtual objects being associated with respective specific items of content, said avatar being controlled by said user to act in said first virtual reality scene and to gaze at objects therein to display the same in the images of the first virtual reality scene, where the display of an object displays information about its corresponding item of content ~~world by said user~~;

storing, in said first memory area, positions and/or gaze orientation information of said avatar as controlled in said first virtual reality scene ~~world that are inputted~~ by input from said user;

PAGE 9/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

analyzing the action of said avatar in said first virtual ~~world~~ reality scene to ~~derive weighted interests~~ weight or identify items of content that are of interest to said user ~~from~~ according to the stored positions and/or the gaze orientation information ~~behaviors~~ of said avatar relative to positions of said predefined virtual objects in said first virtual ~~world~~ reality scene, ~~and variably determine~~

providing a second three-dimensional virtual ~~world~~ reality scene including other virtual objects in accordance with the weighted or identified items of content ~~said derived weighted interests~~, said other virtual objects having respective specific optimal items of content and having respective specific optimal positions for prominent display in said second virtual ~~world~~ reality scene, ~~for said derived weighted interests~~; and

providing data associated with said second virtual ~~world~~ reality scene to said user information processing terminal.

27. (currently amended) The program according to claim 26, wherein a set of data representative of said second virtual ~~world~~ reality scene is selected from sets of the data representative of said respective virtual ~~worlds~~ reality scenes.

28. (cancelled)

29. (currently amended) The program according to claim 26, wherein a further weighted interest of said user is derived from a message inputted by said user to determine said second virtual ~~world~~ reality scene.

30. (currently amended) The program according to claim 26, wherein a further weighted interest of said user is derived from data related to said user to determine said second virtual ~~world~~ reality scene.

31. (currently amended) The program according to claim 26, wherein said second virtual ~~world~~ reality scene includes said avatar.

32. (cancelled)

PAGE 10/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

33. (currently amended) The program according to claim 26, wherein the data associated with said second virtual ~~world~~ reality scene is the URL for definition data of said second virtual ~~world~~ reality scene.

34. (currently amended) The program according to claim 26, wherein the data associated with said second virtual ~~world~~ reality scene is definition data of said second virtual ~~world~~ reality scene.

35. (currently amended) A method of generating a variable three-dimensional virtual ~~world~~ scene, comprising:

storing data inputted by a user in a memory device,

storing data representative of a plurality of respective three-dimensional virtual ~~worlds~~ reality scenes,

causing an image of a first three-dimensional virtual ~~world~~ reality scene to be displayed on a display, data representative of said first virtual ~~world~~ reality scene, said first virtual ~~world~~ reality scene including predefined objects and an avatar controlled by said user, said objects being associated with a respective specific items of content, said avatar being controlled to act in said first virtual ~~world~~ reality scene by said user,

storing positions and/or gaze orientations of said avatar in said first virtual ~~world~~ reality scene that are inputted by said user,

analyzing the action of said avatar in said first virtual ~~world~~ reality scene to ~~derive weighted features~~ weight or identify items of content that are of interest to said user ~~from~~ according to the positions and/or gaze orientations ~~and behaviors~~ of said avatar relative to positions of said predefined virtual objects in said first virtual ~~world~~ reality scene; ~~and variably determine~~

providing a second three-dimensional virtual ~~world~~ reality scene including other virtual objects having, in accordance with the weighted or identified items of content ~~with said derived weighted features, said other objects having~~, respective specific optimal items of content and having respective specific optimal positions for prominent display in said second virtual reality scene ~~world, for said derived weighted features~~, and

PAGE 11/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26

~~presenting data associated with~~ displaying said second virtual ~~world~~ reality scene to ~~a device of~~ said user.

36. (original) The method according to claim 35, wherein said user inputted data is coordinate data and/or message data.

37. (currently amended) The method according to claim 35, wherein the data associated with said second virtual ~~world~~ reality scene is the URL for definition data of said second virtual ~~world~~ reality scene.

38. (currently amended) The method according to claim 35, wherein the data associated with said second virtual ~~world~~ reality scene is definition data of said second virtual ~~world~~ reality scene.

39. (currently amended) A method for a three-dimensional virtual ~~world~~ reality scene, comprising:

determining whether or an extent to which ~~an~~ a virtual object in the three-dimensional virtual ~~world~~ reality scene is of interest to the user by analyzing a history of past actions of an avatar in the ~~world~~ scene with respect to virtual objects in the three-dimensional virtual ~~world~~ reality scene, the virtual objects including the virtual object, where the past actions comprise actions of the avatar as it was controlled, moved, or oriented by the user within the three-dimensional virtual ~~world~~ reality scene; and

after the determining and responsive to the user controlling the same or another avatar within the same or another three-dimensional virtual ~~world~~ scene, providing a three-dimensional virtual ~~world~~ reality scene to the user, where the virtual object determined to be of interest to the user is specifically arranged or presented within the scene according to the user's determined interest or extent thereof in the virtual object.

PAGE 12/17 * RCVD AT 9/7/2004 5:49:59 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/5 * DNIS:8729306 * CSID:2024341501 * DURATION (mm-ss):05-26